

任务驱动式

21世纪高职高专教学改革规划教材·旅游类

导游英语实务

王叶丁 卢凤萍 康张成 泰骏慧 主编
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前言

生活不仅仅是物质的，也是精神的，精神世界的追求是永无止境的，而“旅游”正是一种追求自我实现和真善美的有效途径。旅游是一种科学、一种文化、一种艺术、一种人类不可或缺的生活方式。何其幸哉，我们从事的是旅游业！何其幸哉，我们及我们的学生都已经或即将奔赴旅游一线，成为文化的使者、沟通的桥梁！

导游是脑体结合的高强度劳动，英语导游的劳动更是难度大、责任重！导游人员的素质关乎我国旅游业的发展。狄更斯在《双城记》里的一段名言对今天的导游行业也同样适用，“那是最美好的时代，那是最糟糕的时代；那是智慧的年头，那是愚昧的年头；那是信仰的时期，那是怀疑的时期；那是光明的季节，那是黑暗的季节；那是希望的春天，那是失望的冬天；我们全都在直奔天堂，我们全都在直奔相反的方向——简而言之，那时跟现在非常相像，某些最喧嚣的权威坚持要用形容词的最高级来形容它。说它好，是最高级的；说它不好，也是最高级的”。我们面对着压力，更面临着机遇，我们肩负着期望，更坚守着希望。

培养优秀的英语导游，一直是旅游院校的重难点工作之一。导游服务具有规范性、程序性、复杂性的特点，英语导游除了工作上需要按照既定的要求和标准，更需要熟练掌握提供日常生活服务和跨文化讲解服务的英语功底。鉴于这两方面的需求，以能力为本位，以职业实践为主线，以项目课程为主体的模块化课程体系的优势得以凸显。正是遵循新课改的理念，根据我国旅游业对人才的培养标准，编者结合担任导游资格考试评委以及多年英语导游实践经历和教学实践，编写了这本教材。此外，本教材也是教育部高职高专旅游管理类教育科研“十一五”规划重点立项课题“基于工作过程的导游与旅行社管理类专业课程教学内容体系改革与实践”研究的重要成果，同时，也是江苏省职业教育教学改革课题的研究成果之一。总体而言，本书主要具有以下鲜明特点：

首先，结构新颖，层次清晰。本书摒弃了传统教材“章、节”，“单元、课”之类的架构体例，遵循“项目课程改革”的新理念，建构了项目、模块、工作任务层层相扣的新体例。“项目”是英语导游服务工作的重要职业领域；“模块”是达成职业领域要求的具体工作职能；“工作任务”是职能实施的步骤和环节。三者皆依据现实带团需要和步骤，紧密结合，期望学习者依循工作任务的要求，扎实学习、努力实践，从而完成各模块所规定的工作任务，最终培养各项目所指代的职业领域的实践能力。在每一“模块”的表述之后，我们还附上了学习评估表，以帮助课程多元评价体系的构建；同时每一模块后的“知识链接”、“重点提示”有利于学习者拓展知识面，加深对于各实践任务的深入理解；“拓展练习”、“实践练习”则给学习者提供更多自我检测、自我完善的机会。随着今后行业的不断成熟和发展，这部分内容还会做出相应调整，力求人才培养与行业需求保持一致。

其次，任务明确，脉络分明。本书把英语导游服务主要划分为两大项目：一是贯穿始

终的日常生活服务，从接团开始至送团结束，严格按照导游服务工作流程进行，确保每一步都科学合理、符合规范、有理可依；二是导游讲解服务，这是英语导游语言能力最突出的表现，在这部分内容中，对于中国文化部分我们尽量做到实用、够用，但是中华文化如此博大精深，我们所提供的材料仍是沧海一粟，期望我们的努力能激发广大读者的兴趣，查找并利用更多更新的资料，不断充实。另外，在本书的附录部分，我们整理和归纳了英语导游必备和常用的相关基础知识内容，以求点出英语导游在跨文化交流方面独特知识储备的相关要求。

再次，结合实际，重在应用。一个优秀的英语导游不仅能流利地进行讲解，而且在团队出现问题需要处理时，也能独当一面予以协调，这样外宾才能真正形成对导游员的信赖和欣赏。因此在设计内容时，本书特别注意到加入对各种旅游故障及特殊要求的处理方法及实用对话，以期切实提高英语导游的综合能力。此外，本书还加入了2010年上海世博会等与时俱进的最新业内动态，希望对英语导游不断了解新变化和学习新生事物拓展自身知识面，以便为旅游者提供最前沿的讲解服务有抛砖引玉之用。

本书的编写得到了南京应天职业技术学院、南京旅游职业学院领导和同事的大力支持，并承蒙三江学院旅游学院副院长康泰教授的帮助和指导，在此一并表示衷心的感谢。此外，在本书的编撰过程中，我们还查阅、参考了大量相关资料（主要参考文献附于书后），谨向相关作者表示诚挚的敬意！

同时，我们感谢那些多年来与我们并肩合作的旅游业同志们，感谢那些我们曾遇见过并相伴过的导游同仁们，也感谢那些与我们有着深深浅浅美好缘分的游客，更感谢大好河山赋予我们的仁与智的启迪。快乐是永远的稀缺资源，导游就是要将旅游的愉悦尽情地展现给每一个旅游者，希望这本教材不仅仅是职业技能技巧的展现，也同样能够唤醒从业者的激情，共同去探寻旅游的魅力。

英语导游服务工作任重道远，相关内容丰富多彩，书中难免有疏漏和不足之处，恳请读者提出宝贵意见。

编 者
2010年5月

CONTENTS

目 录

项目一 导游生活服务	1
模块一 迎接服务	
Greeting Guests	2
模块二 入店服务	
Hotel Check - in	27
模块三 其他服务	
Other Services	50
模块四 送客服务	
Seeing Off	78
项目二 导游讲解服务	99
模块一 中国概况讲解	
Basic Information of China	100
模块二 旅游地区概况讲解	
Tourist Areas	114
模块三 中国文化讲解	
Chinese Culture	134
模块四 不同类型景点讲解	
Different Kinds of Scenic Spots	164
附 录	185
附录1 英语导游翻译实用词群	185
附录2 中国特色词汇翻译集锦	192
附录3 中国经典古文的英语译文	194
附录4 常见中餐的英文表达	198
附录5 常见公共标志的英文翻译	203
附录6 英文谚语精选	204
主要参考文献	207

项目一

导游生活服务



项目简释

旅游业被认为是“朝阳产业”，旅游消费所带来的巨大效应，促进了旅游服务活动的迅速发展。导游服务随着大众旅游的兴起而发展，广义而言包括导游在出游前提供的咨询服务、在出游中提供的接待服务，以及在出游后提供的后续服务；狭义而言是指导游在陪同游客旅游过程中提供的接待服务。导游服务就其行为特征而言属于接待型。作为旅游消费和旅游生产中介的导游服务，是旅游接待各项服务中最为重要的内容，它对社会经济和文化的双重作用，正愈发受到关注。导游服务是旅游业中最具代表性的工作，处于最活跃、最积极的地位。导游服务范围十分广泛，绝不仅仅是一般意义上的讲解景点而已。为确保旅行生活顺利进行，导游还需要熟练掌握为旅游者提供生活服务的专业技能，确保旅游者“食住行游购娱”六大要素均圆满实现。本项目以导游服务程序为主线，各阶段任务目标为驱动，旨在形成成为旅游者提供完整旅途生活服务的英文素材。

项目目标

1. 能掌握团队和散客旅游者的接团以及送团程序
2. 能为旅游者提供酒店入住服务并处理相关问题
3. 能带领旅游者顺利用餐、购物和进行娱乐活动

项目分解

- 模块一 迎接服务
- 模块二 入店服务
- 模块三 其他服务
- 模块四 送客服务

模块一



迎接服务 Greeting Guests

模块简释

导游人员迎接服务的好坏直接影响到随后接待工作的质量,正所谓“好的开始是成功的一半”。为保证迎接服务工作的顺利,导游人员应在旅游团抵达前做好迎接的各项准备和安排。接到旅游团后应做好一系列确认工作,并致欢迎辞。地陪导游还要进行首次沿途导游讲解,这也是展示其知识、技能的大好机会,是向游客树立良好形象的重要环节。

模块目标

1. 掌握在机场和车站迎接团队及散客的操作环节
2. 能根据旅游团具体情况创作具有特色的欢迎辞
3. 能够向游客流利地致以欢迎辞并进行首次沿途讲解

模块分解

一、工作任务

1. 接站服务
2. 致欢迎辞

二、知识链接

1. 旅游、旅游者、旅游业
2. 来华旅游必备品
3. 世界博览会

三、重点提示

1. 迎接团队与散客的区别
2. 处理错接、漏接、误接
3. 给旅游者的旅游健康指南

四、拓展练习

1. 我想成为一名导游
2. 如何看待自助游

五、实践练习

核对行程并处理变更

六、学习评估

一、工作任务

The tour guide can be divided into 4 kinds: they are the tour leader, the national guide, the local guide and the scenery guide. The tour leader is the person who is from the travel agency which organizes the group, his task is to lead the group from and back their resident places, and coordinates the relationship of the guests, national guide even the local guide; the national guide is the person who meets the guests in his own country, and shows the guests to the different places according to the itinerary, he must coordinate with the tour leader and the local guide; the local guide is the guide who meets the guests in his own city or county, arranges the accommodation for the guests, introduces the scenery to the guests, and offers other services according to the itinerary. He must coordinate well with the tour leader and the national guide; the scenery guide is the guide who introduces the scenery to the guests. As usual, the national guide and the local guide will meet the guests at the airport and railway station, before doing that they should do some preparations, such as the tour guide certificate, the itinerary (the task sheet), the flag of the travel agency, the sign to meeting the guests, the speaker, money for ticket, meal, lodging, etc. and some personal belongings.

1. 接站服务

Meeting Guests

Part I

Meeting Guests at the Airport

A local guide from CYTS^① is at the Shuttle Bus Pick-up Point^② at the Nanjing Lukou International Airport^③. When a travel group comes he greets smilingly a lady, the tour leader.

Local guide: Excuse me, but aren't you Ms. Smith from Australia's World Trade?

Linda Smith: Yes, I'm Linda Smith.

Local guide: Nice to meet you, Ms. Smith. I'm Li Lei, your local guide from China Youth Travel Service.

Linda Smith: Nice to meet you, too.

Local guide: Welcome to Nanjing. Did you have a good trip?

Linda Smith: Yes, quite pleasant. It's very kind of you to come to meet us.

Local guide: My pleasure. Is everyone in the group here?

Linda Smith: Yes, a party of^④ thirty.

Local guide: Good. Let's go to the hotel first. The shuttle bus is just waiting outside.

Linda Smith: That's fine.

Local guide: This way, please.

NOTES:

① CYTS: China Youth Travel Service, 中国青年旅行社, 现已变更为“中国青旅股份控股有限公司”

CITS: China International Travel Service, 中国国际旅行社

CTS: China Travel Service, 中国旅行社



- ② the Shuttle Bus Pick-up Point: 机场巴士服务柜台
- ③ Nanjing Lukou International Airport: 南京禄口国际机场
- ④ a party of: 一行总共……人

Part II

Meeting Guests at the Railway Station

Wang Hui, a local guide from the CTS, goes to the Nanjing Railway Station to pick up Mr. Milton.

W: Wang Hui M: Mr. Milton

W: Excuse me, you are Mr. Milton from the OK Trading Company, aren't you?

M: Yes, David Milton.

W: My name is Wang Hui. I am from CTS. I am here to meet you.

M: How do you do?

W: How do you do? Welcome to Nanjing.

M: I've heard a lot about^① this city and now I can see it with my own eyes.

W: I hope you'll enjoy your stay here.

M: I'm sure I will.

W: Is it all your baggage?

M: Yes, my things are all in the suitcase.

W: Let me help you with your suitcase, Mr. Milton.

M: No, don't bother^②. I can manage^③. Thank you.

W: Well, we have a limousine^④ over there to take you to the hotel. This way, please.

M: Wonderful. I need a rest.

NOTES:

① hear about: 听说

② Don't bother: 不必麻烦

③ I can manage: 我能应付

④ limousine: (n.) 豪华轿车

2. 致欢迎辞

Making a Welcome Speech

Part I

It is important to make a perfect welcome speech

As a guide, he must show his hospitality to the tourists, because he will stay with the tourists only for several days, he must cherish all the time to communicate with the tourists. While reaching a new place, the tourists must be very curious about everything about the destination, they must have a lot of questions, and so after meeting the tourists at the airport or railway station, the guide has the responsibility to introduce all kinds of things that the tourists might be interested in, that means, the guide should give a welcome speech^① to the tourists, and the speech can include many aspects, such as the history of the city, population, area, customs,

famous scenery, climate, and some other special things of the city. And the place is very strange to the tourists, so they might be worried about the accommodation; therefore, the guide should give a simple introduction of the hotel to help them calm down. Certainly, when the tourists stay at the city, they will have a lot of communication with the tour guide, they may have a lot of questions to ask, and they will stay on the coach for a long time, so the guide must introduce the driver and himself to the tourists first. If the tourists are interested in the outside scenery, the guide must have the ability to give an immediate introduction to everyone. If the tourists are just from abroad, the guide should remind them to adjust the time.

NOTES:

welcome speech: 欢迎辞

写作技巧提示: 游客认识导游往往是从欢迎辞开始的。做全陪时, 应当有准备地致欢迎辞。一篇好的欢迎辞往往使得导游与全团人员的关系变得很亲密。欢迎辞好比一场戏的序幕、一篇文章的序言、一次演讲的开场白。游客们大都注重第一印象。致欢迎辞是给人留下第一印象的好机会, 应当予以足够的重视。

一篇达到专业水平的欢迎辞, 应包括以下四个要素: (1) 首先问候客人, 代表地接社、本人和司机欢迎客人光临本市或本地区; (2) 介绍自己的姓名和职务, 介绍参加接待人员的姓名和职务。如在游览车上, 应介绍司机的姓名及所驾驶车辆的车牌号; (3) 表示自己的工作态度, 表示提供服务的诚挚愿望, 即愿意努力工作并解答大家的问题; (4) 祝愿客人旅行愉快, 并希望得到客人的合作和必要时的谅解。

一般来说, 对欢迎辞的基本要求是简短、明快、易懂。欢迎辞内容应根据国籍、团队、时间、地点、成员身份不同而有所区别, 不可千篇一律。但以上四点要素必须具备。总之要使客人感到真挚、亲切、热情, 符合自己的身份。

Part II

A Welcome Speech

Good morning, ladies and gentlemen,

You are welcome. We are so happy to have friends like you coming from afar. ^① Allow me to introduce myself. My name is Li Lei. Li is my surname, so you may call me Xiao Li. I'll try my best to make your visit smooth. If you have any problems, please don't hesitate to tell me. My mobile phone number is 150 * * * * 0168. I'll have it switched on for 24 hours. Don't hesitate to contact me whenever you need to. And this is Mr. Wang, our driver, who has had 20 years of driving experience. We come from the China Youth Travel Service. We are glad to have you here. On behalf of our company and our colleagues, we'd like to extend a warm welcome to you all.

I'll be your local tour guide during your two-day tour in this city and we'll be at your service at any time. We'll do everything possible to make your visit a pleasant experience. If you have any problems or suggestions, please don't hesitate to let us know.

We have reserved fifteen TWBs (twin-bed room with bath) for you at Nanjing Jinling Hotel. It offers the best services in this city. We shall meet at the hotel lobby at 12:30 for our first visit. Please do remember the plate number of our bus. The number is 12345. Thank you.

We hope you'll enjoy your stay in this city.

NOTES:

We are so happy to have friends like you coming from afar——有朋自远方来不亦乐乎。在欢迎辞中加上一两句中国好客的谚语和格言,将会增色不少。再如“有缘千里来相会”(No distance can prevent friends getting together.)等等。

二、知识链接

1. 旅游、旅游者、旅游业

Travel & Tourist & Tourism

(1) Travel

Travel is at its best a solitary activity: to see, to examine, to assess, you have to be alone and undisturbed. Other people can mislead you; they crowd your impressions with their own; if they are companionable, they obstruct your view, and if they are boring, they break the silence and shatter your concentration with “oh, look, it's raining”, and “you see a lot of trees here”. It is hard to see clearly or to think straightly in the company of other people. The perceptions that are necessary to writing are difficult to manage when someone close by is speaking out loud. I am diverted, but it is discovery, not diversion, that I seek. Travel is not a vacation, and it is often the opposite of a rest. “Have a nice time”, people often say to me at my send-off. It is not precisely what I have hoped for. I have a strong desire for a little risk, some danger, an unfortunate event, a vivid discomfort, and experience of my own company, and in a modest way, the romance of *solitude* (孤单). This I think might be mine on the train to where I plan to go.

However, traveling on your own can be terribly lonely, and it is usually not understood by Japanese who, coming across you smiling, tend to say things like “where is the rest of your team?” I think of evening in the hotel room in the strange city. My diary has been brought up to date; I long for company; what do I do? I don't know anyone here, so I go out and walk and discover the streets of the town and rather envy the strolling couples and the people with children. The museums and churches are closed, and toward midnight the streets are empty. If I am robbed I will have to apologize as politely as possible, “I am sorry, sir, but I have nothing valuable on my person.”

(2) Tourists

By coach, by train, by ship, and by plane, millions of tourists annually depart from home like migrating summer birds. They provide the best possible evidence to prove that the world is not nearly as big as it used to be. For the modern tourist is no Marco Polo. He ventures forth into the unknown and returns home in a matter of weeks, not years. Furthermore, he is armed with *pamphlets* (小册子), maps and weighty guidebooks which tell him where to go and how to get there, and where to stay, what to see and what to eat when he arrives. There are travel agencies everywhere to cater for his needs and make all the necessary preparations for him. They make out ambitious programs and promise to whisk him through as many as six countries in fourteen days or, if he is in a hurry, they will cover much the same ground in eight or less.

The tourist begins planning his campaign in the dismal winter months. Spread out before him on the floor is a splendid array of brightly-colored leaflets, all of them equally tempting. Now is the time for big decisions to be made, for a fortnight's holiday is not to be *squandered* (挥霍) lightly. Would he like to go to a place where the sun shines all the year round? Would he like to taste the rare delicacies of a distant seaside restaurant? And above all, would he like to visit a spot where there are no other tourists? It is there for the asking. Shivering before the fire and armed with paper and pencil, the tourist makes rapid calculations. It takes him a long time to decide in which particular paradise he should invest his hard-earned money.

Once he had made up his mind, the tourist is free from worry. He now has something definite to discuss with his friends at the office. They listen with envy as he talks knowledgeably about a stretch of coastline which is two thousand miles away. These poor old stay-at-homes wonder how he came to be so well informed and beg him to send them postcards. In the tourist's mind there is now a little haven of peace and quiet which he can retire to when life gets too much for him. The idea that he will visit a place where the inhabitants do not know what an overcoat is, *consoles* (控制板) and comforts him during the bitter winter months.

Winter passes and the time draws near. The simple tourist is often innocent of the fact that most countries in the world have become tourist-conscious. For months now, each country has been advertising its beaches and cities, its ruins and resorts, in a frantic endeavor to make ends meet. It does its best to measure up to the tourist's preconceived notions of what he will find on arrival. So it goes out of its way to provide him with "typical" scenes; that is "typical" peasants in "typical" costumes and customs that should have fallen into decay long ago, but have been given a new lease of life to add to local color. Representatives of the tourist organization give the traveler a hearty welcome the moment he arrives, and the vendors of trinkets and souvenirs do a brisk trade.

It is small wonder that the tourist is a busy man. He no sooner sets foot on foreign soil than he is rushed to his hotel and thence is immediately taken on a conducted tour of the city by night, in the morning, he goes through another *arduous* (艰巨的) course of sightseeing. He has barely had the chance to recover, or indeed, to find out exactly where his hotel is located, before he is off again to yet another part of the country. It is not even a bird's-eye view he gets. Rather, it is a snapshot view. He is given about half an hour on each famous site and has just about enough time to take photographs which he can sort out when he gets home. In the perpetual race against time, he is forever sending postcards to his friends depicting wonderful views of places he never even knew existed.

No fortnight in the year passed quite so quickly. Travel-worn, the tourist eventually arrives home proudly displaying his collection of passport-stamps. Truly rested, he is back at the office on Monday with a year's work ahead of him before he will have the opportunity to sally forth again.

(3) Tourist and Tourism

When most of us think of a tourist, we have in mind a person on vacation to visit a distant

location, to see the sights, to visit friends and relatives or to do little else but relax or participate in leisure activities such as fishing or sports. But tourists are more than vacation travelers. There are many other types of tourists, such as business people, convention delegates, pilgrims and other travelers.

As tourism is the movement of people, it is necessary to define this major component of tourism—the tourist—before producing a definition for tourism. The word TOURIST is derived from the term “tour” which, according to Webster’s international Dictionary (1961), means “a journey in which one returns to the starting point; a circular trip usually for business, pleasure or education during which various places are visited and for which an itinerary is usually planned.” Accordingly, a tourist is “one that makes a tour, one that travels from place to place for pleasure or culture and one that stays overnight usually at an inn or motel.”

Dictionary meanings of tourist have expanded and become complicated with the rise of tourism research. A significant addition to the dictionary meaning was that persons traveling to meetings or on business were included here. Thus a tourist was no longer only a pleasure traveler; he might also travel for business, convention or health, etc. However, inclusive as this definition was, it ignored the movement of domestic tourists. In 1963, the United Nations sponsored a Conference on International Travel and Tourism in Rome, on which definitions of “visitor” and “tourist” were developed for use in compiling international statistics. It defined a visitor as “any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation, remunerated from within the country visited”. This definition was to cover two classes of visitors:

- ① Tourists, who were classified as temporary visitors staying at least 24 hours, whose purpose could be classified as leisure (whether for recreation, health, sport, holiday, study or religion), business, family, mission or meeting;
- ② Excursionists, who were classified as temporary visitors staying less than 24 hours, including cruise travelers but excluding travelers in transit.

In 1968, the International Union Official Travel Organizations, which later became the World Tourism Organization (WTO), adopted this definition. In the same year, the United Nations Statistical Commission accepted this definition too, but recommended that member-nations decide for themselves whether to use term “excursionist” or “day visitor”. The important point was to distinguish between visitors who did or did not stay overnight. Once again the definition failed to take domestic tourism into account, but as far as international purposes were concerned, it was one of the most commonly used definitions of tourist.

When speaking of domestic tourists, one will easily see that they’re sometimes more difficult to define than are international tourists, and their definitions are more varied than that of the latter.

To clarify this, The World Tourism Organization has proposed a definition based on length of stay. It describes a “domestic tourist” as “any person residing within a country, *irrespective* (不顾虑的) of nationality, traveling to a place within this country other than his usual residence for a period of not less than 24 hours or one night, for a purpose other than the exercise of a

remunerated activity in the place visited. The motives for such travel may be:

Leisure (recreation, holiday, health, studies, religion or sports), business, family, mission or meeting.

A domestic excursionist is someone who meets the above definition but who does not stay overnight.

While defining tourists, one can not neglect one of the promising industries—TOURISM. In many countries, tourism has become the most important resource of foreign exchange. The significance of tourism has been recognized in both developed and developing countries and has given rise to much study and research worldwide. To facilitate such study and research, a clear definition of tourism is needed. While it is relatively easy to agree on technical definitions of particular categories of tourism, however, it is by no means so to produce a conceptual definition. Conceptually, on the other hand, to define tourism precisely is a difficult if not impossible task.

Firstly, it is important to recognize that in everyday use the term “tourism” does not refer to work, but to one form of leisure activity. Like sports, hobbies and pastimes, it is supposed to renew our vigor and strength for the workdays and is a discretionary use of our leisure time. Secondly, tourism involves travel, or moving away from work and home. For some, it is to have a vacation, to find relaxation from tensions and to be removed from a ringing telephone. And thirdly, tourism usually though not necessarily incurs money expenditure. When one travels away from home, it is necessary for him to use a certain means of transportation and to have food and shelter if he is away for more than one day. As a result, a lot of people have developed a thriving business catering to tourists. In a word, tourism is a movement of people that gives rise to a variety of economic activities.

Since tourism is the movement of people, it is *imperative* (权威的) to clarify the definition of tourism. In 1981, the definition was formulated by the international Conference on Leisure-Recreation-Tourism. It was as follows: “Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stays away from home.”

Although academics have debated conceptual definitions of tourism for several decades, and there are international agreements on statistical definitions, it was not until 1991 ~ 1992 that the WTO endorsed the following statement: “Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.”

Still, there seems to be room for improvement if one compares this definition with the earlier definition. Perhaps this leaves us a chance to use the definitions mentioned above and reword them. Then tourism may be defined as: “the sum of the phenomena and relationships arising from the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes, in so far as they do not lead to permanent residence and are not connected with any occupation *remunerated* (酬报) from the country visited. Tourism may or may not involve overnight stays away from home.”

(4) What is tourism?

To understand why some people are called tourists, we must first know something about the activity known as “tourism”. Such is the importance attached to the accuracy of a definition of tourism that several attempts have been made to find one. In 1982, the Tourism Society suggested this:

“Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work, and activities during their stay at these destinations; it includes movement for all purposed, as well as day visits and excursions.”

Later, in 1993, the World Tourism Organization (WTO) offered this definition, “Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes.” Looking at these two definitions, therefore, we can describe a tourist as someone who:

- ① travels away from their normal place of residence
- ② returns to their home within one year
- ③ participates in leisure or business activities
- ④ may not necessarily stay overnight—day excursions are counted as tourism

Examples of tourist visits include:

- ① a two-week holiday at a beach resort abroad
- ② a family day trip to a theme park
- ③ a business visit by a designer to factory in a foreign country

We can see that tourism falls into two main categories according to the purpose of the visit. These categories can simply be referred to as: leisure and business.

Examples of leisure visits include:

- ① holidays — two weeks away at the beach; a weekend visit to Paris; a week’s cruise on the river Rhine; a day trip shopping in London;
- ② activities — a week a flotilla sailing around the Greek islands; a walking tour of the Himalayas; a three-week trekking safari in Africa;
- ③ culture — a visit to Jersey for the “Battle of Flowers”; a day trip to London for the Notting Hill Carnival; a motor tour of Italy visiting the art treasures and museums;
- ④ education — one month at a language school in England; a week’s painting holiday; a weekend at summer school learning computer skills;
- ⑤ religion — a week in Mecca; a two-week walking tour to Santiago de Compostela, Spain; a two-week visit to the shrines in India;
- ⑥ health — two weeks at a spa resort in France; a week in the Swiss mountains to help cure breathing difficulties.

The business traveler is someone who travels in order to carry out professional duties. Business travelers are still regarded as tourists, according to the definition above. Some of the reasons for traveling on business might be:

- ① conferences — 300 travel agents make a five-day visit to Mallorca for their annual

discussion of tourism topics;

② meeting — a computer salesperson travels from London to Newcastle for the day to demonstrate a new lap-top;

③ exhibitions — the Milan Trade Fair attracts many buyers from around the world interested in Italian goods.

(5) The Tourist Industry

The tourist industry has been one of the fastest growing industries in modern times. Indeed, the rate of tourism has generally exceeded the growth rate for the worldwide economy. Sometimes it seems as though a new resort area springs up every day wherever there are sun and sea. The shores of the Mediterranean and Caribbean Seas and the Pacific coastlines of Mexico, Florida and Hawaii are only a few of the areas that have been intensively developed in recent years.

The purpose of tour and travel varies. Some people travel entirely for the purpose of recreation or pleasure; they are people on holiday. Some people travel for reasons of health. Other people travel to visit friends or relatives, a reason that has become more important because of increased mobility throughout the world. Still others travel in order to educate themselves in accord with the old precept that travel is broadening. All of these people are generally considered tourists since the primary reason for their trips is recreation. Tourist statistics also include people who are traveling on business. Among them are business people and government officials on specific missions, as well as people attending meetings or conventions, which often combine pleasure with their work.

The marketing approach for the two major divisions among tourists—recreational travelers and business travelers are somewhat different. The recreational travelers respond to a greater degree to lower fares and other inducements in pricing and selecting the destination for trips. In a technical phrase, they make up a price elastic market. The business groups, on the other hand, make up a price inelastic market. Their trips are not scheduled according to lower fares, the destination is determined in advance, and the expense is usually paid for by their employers. They are looking for dependable rather than inexpensive service. Business travelers also make more trips to large cities or industrial centers than to resort areas, although many conventions are now held at resort hotels. It should be noted, however, that some large cosmopolitan cities are themselves the most important tourist destinations in the world. Because of this, it is difficult to separate pure recreation travel from business travel.

The development of tourism as a mass industry depends on modern means of rapid and inexpensive transportation. For example, the greatest growth in internal tourism has paralleled the growth of air transportation. Industrialization has produced the other conditions that are necessary for tourism. Among them is the creation of a large number of people with an amount of disposable income—income above and beyond what is needed for basic expenses such as food, shelter, clothing, and tax. Another important condition is urbanization. Generally, residents of the big population centers take more holiday trips than residents of rural areas. Long weekends and paid vacations are among other important conditions for the development of modern tourism. In some